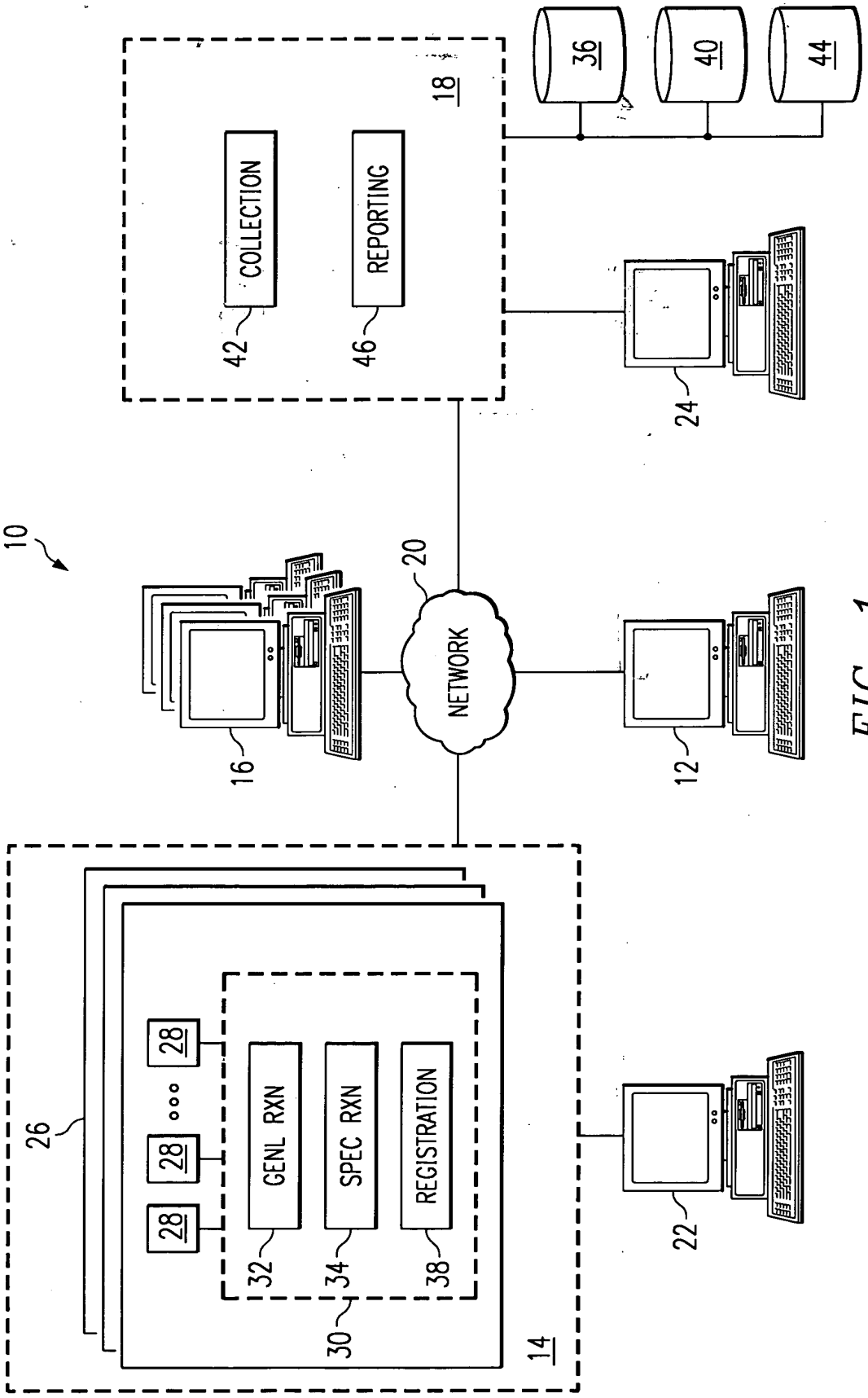

10
18
36
40
44
COLLECTION
REPORTING
42
46
24
20
NETWORK
16
12
26
28
28
28
GENL RXN
SPEC RXN
REGISTRATION
32
34
38
30
14
22

FIG. 1

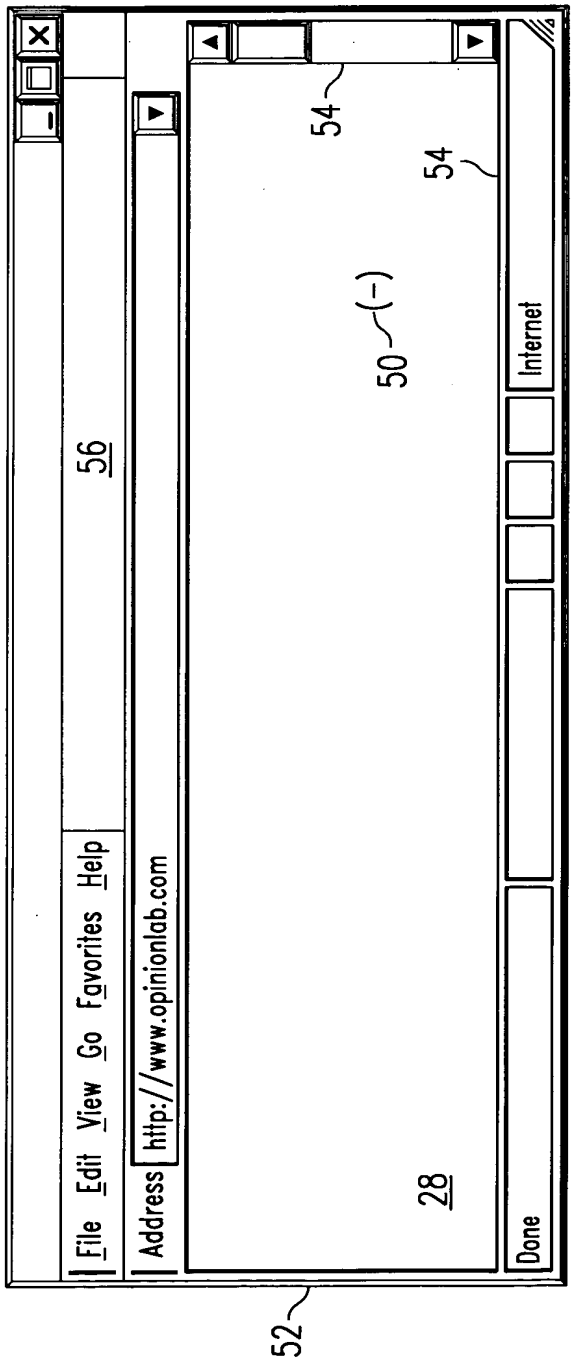

File Edit View Go Favorites Help
Address http://www.opinionlab.com
Done
Internet
56
54
54
50
(-)
28
52

FIG. 2

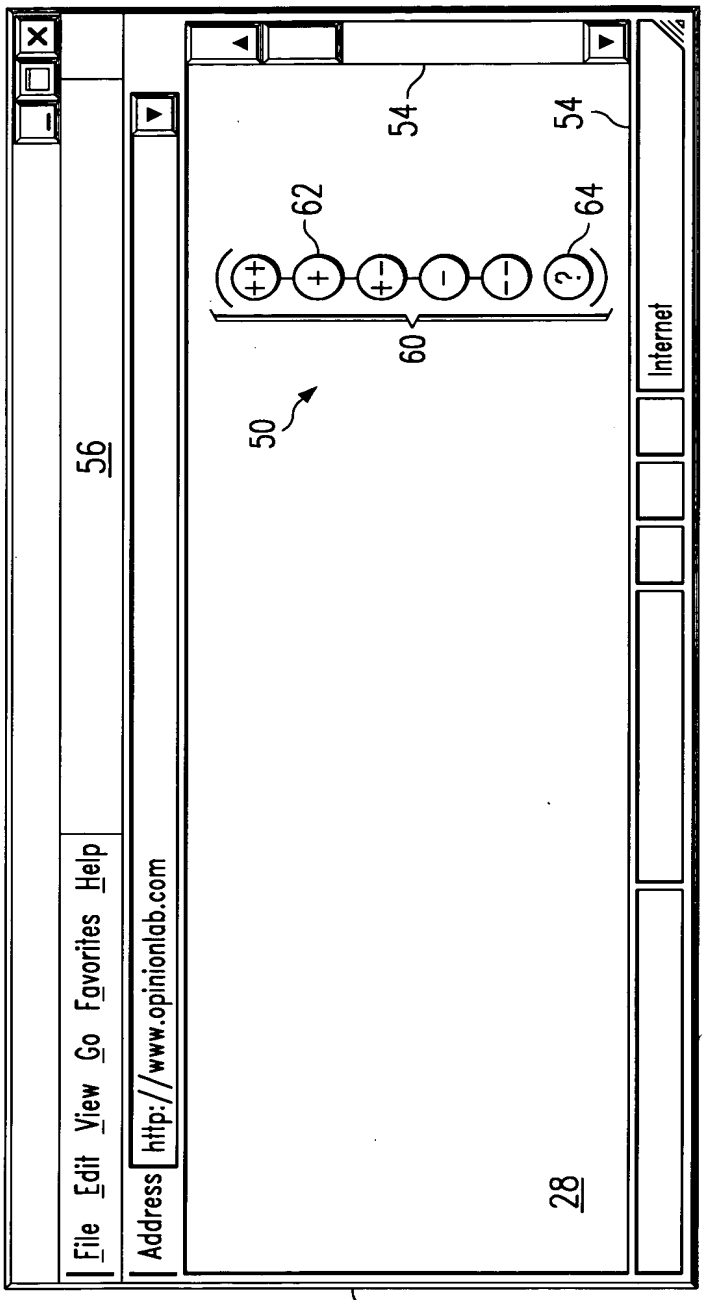

File Edit View Go Favorites Help
Address http://www.opinionlab.com
Internet
56
54
54
62
64
60
50
28
52

FIG. 3

FIG. 4

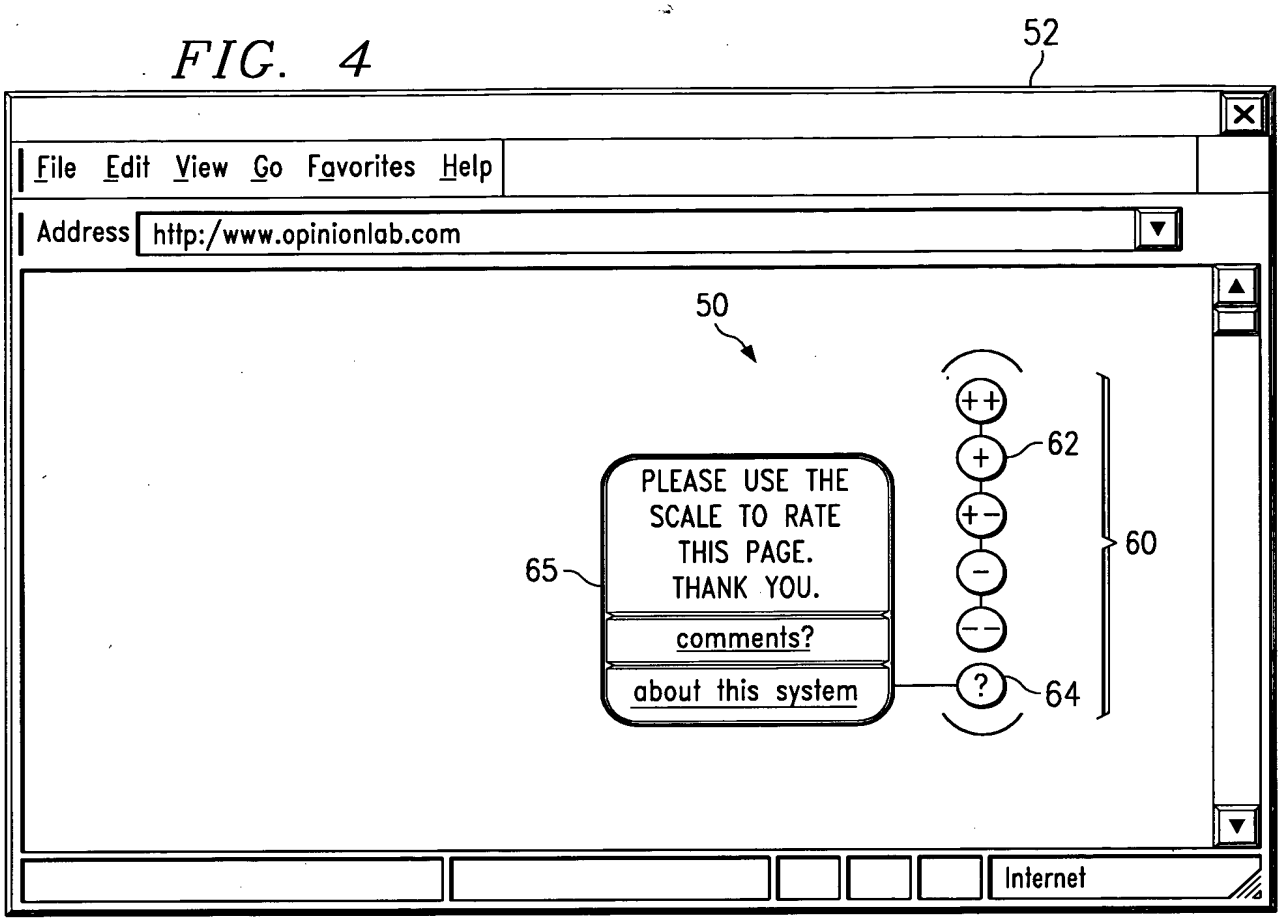

52
File Edit View Go Favorites Help
Address http:/www.opinionlab.com
50
PLEASE USE THE SCALE TO RATE THIS PAGE. THANK YOU.
65
comments?
about this system
62
60
64
Internet

FIG. 5

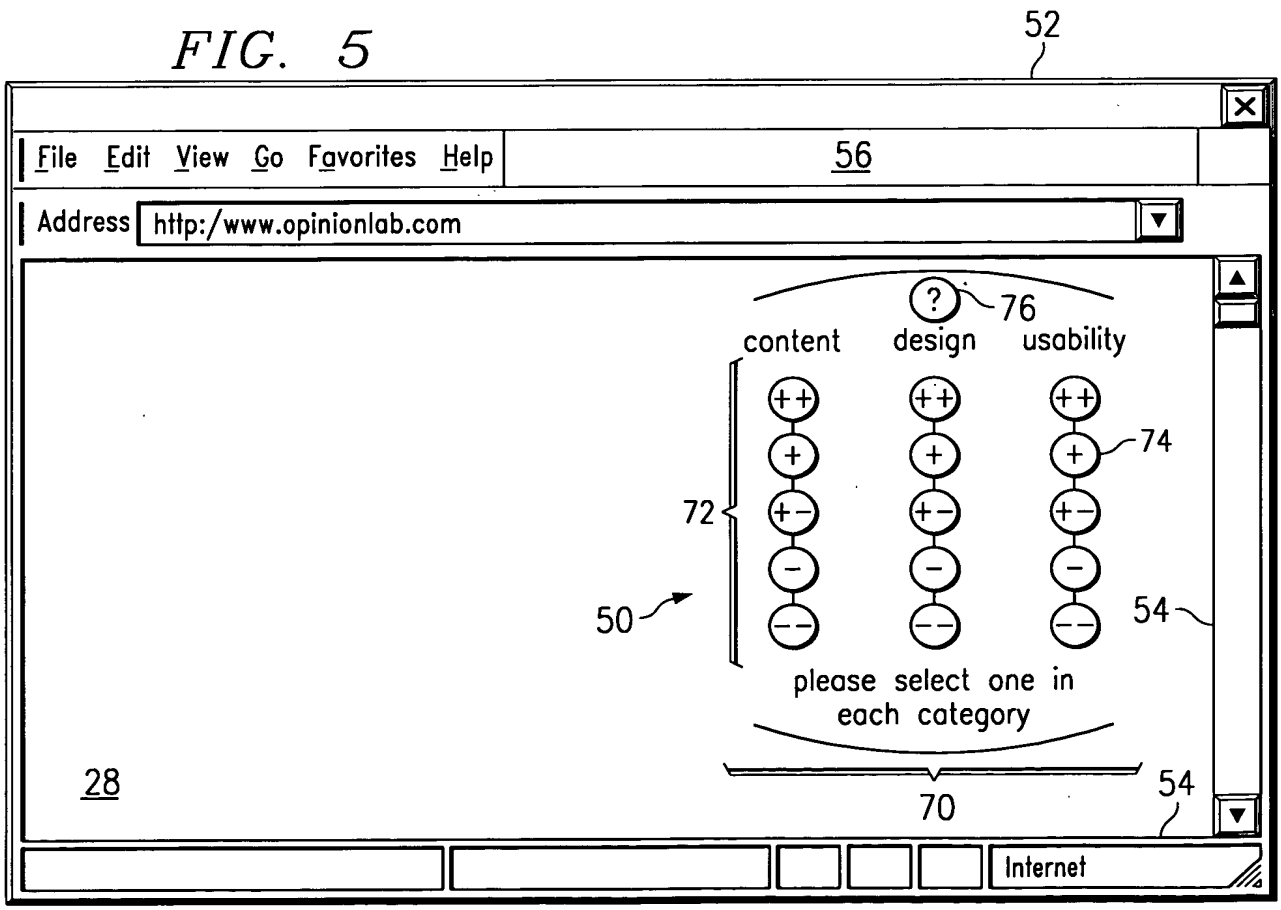

52
File Edit View Go Favorites Help
56
Address http:/www.opinionlab.com
76
content
design
usability
74
72
50
54
please select one in each category
28
70
54
Internet

*FIG. 6*

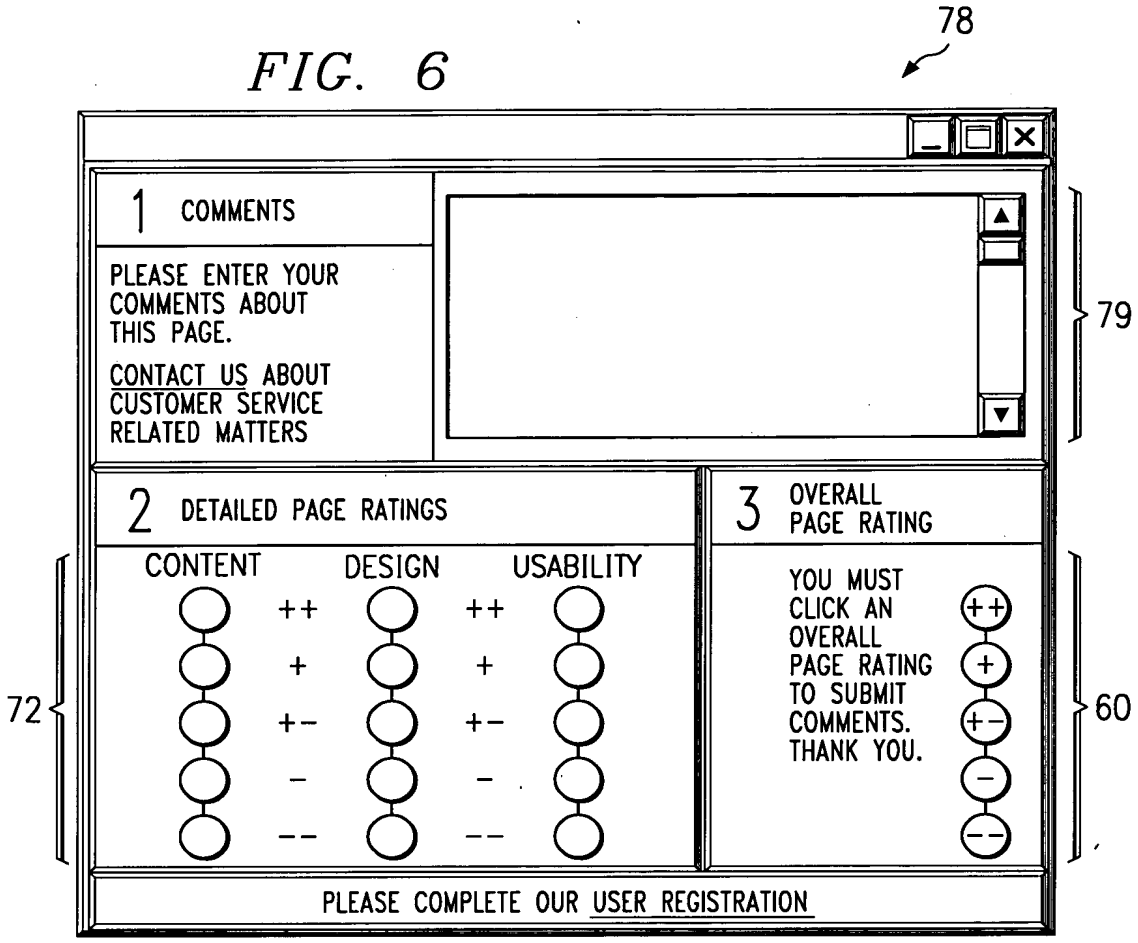
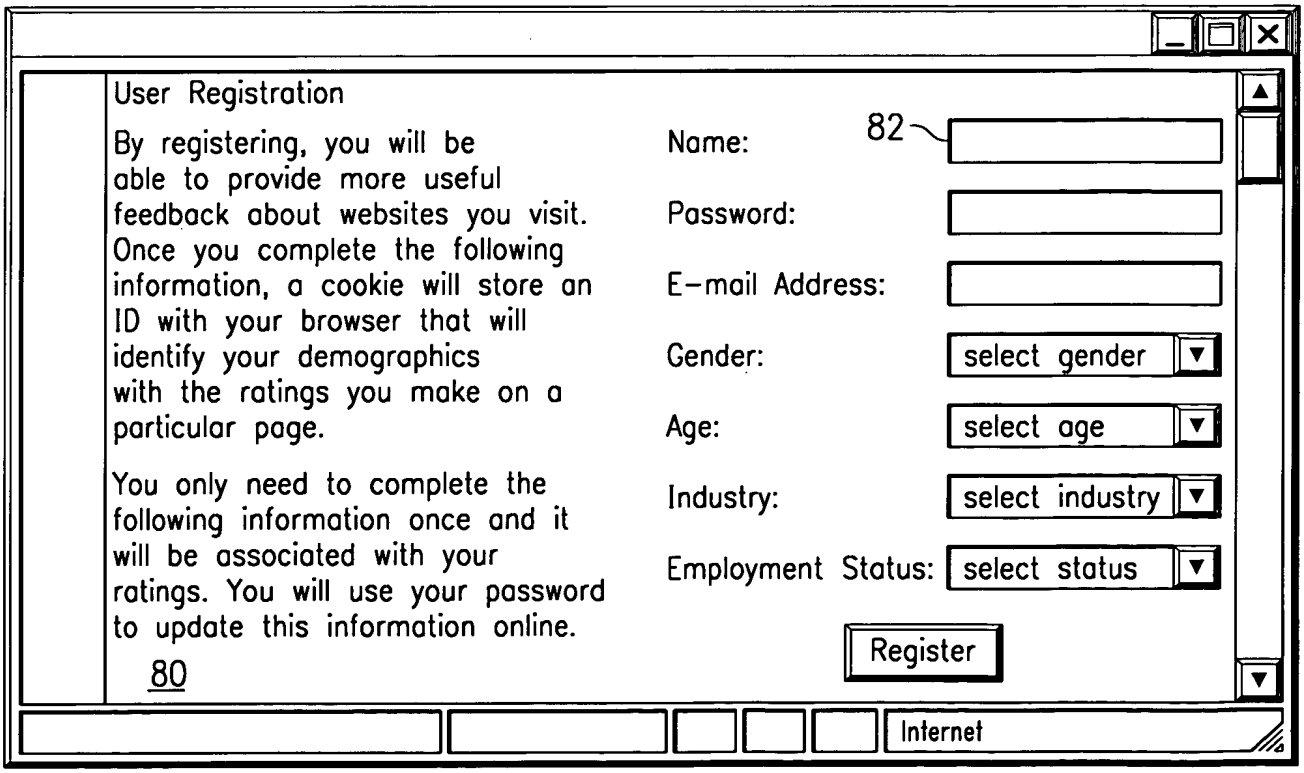

78
1 COMMENTS
PLEASE ENTER YOUR COMMENTS ABOUT THIS PAGE.
CONTACT US ABOUT CUSTOMER SERVICE RELATED MATTERS
79
2 DETAILED PAGE RATINGS
CONTENT
DESIGN
USABILITY
++
+
+-
-
--
72
3 OVERALL PAGE RATING
YOU MUST CLICK AN OVERALL PAGE RATING TO SUBMIT COMMENTS. THANK YOU.
60
PLEASE COMPLETE OUR USER REGISTRATION

*FIG. 7*


User Registration
By registering, you will be able to provide more useful feedback about websites you visit. Once you complete the following information, a cookie will store an ID with your browser that will identify your demographics with the ratings you make on a particular page.
You only need to complete the following information once and it will be associated with your ratings. You will use your password to update this information online.
80
82
Name:
Password:
E-mail Address:
Gender:
select gender
Age:
select age
Industry:
select industry
Employment Status:
select status
Register
Internet

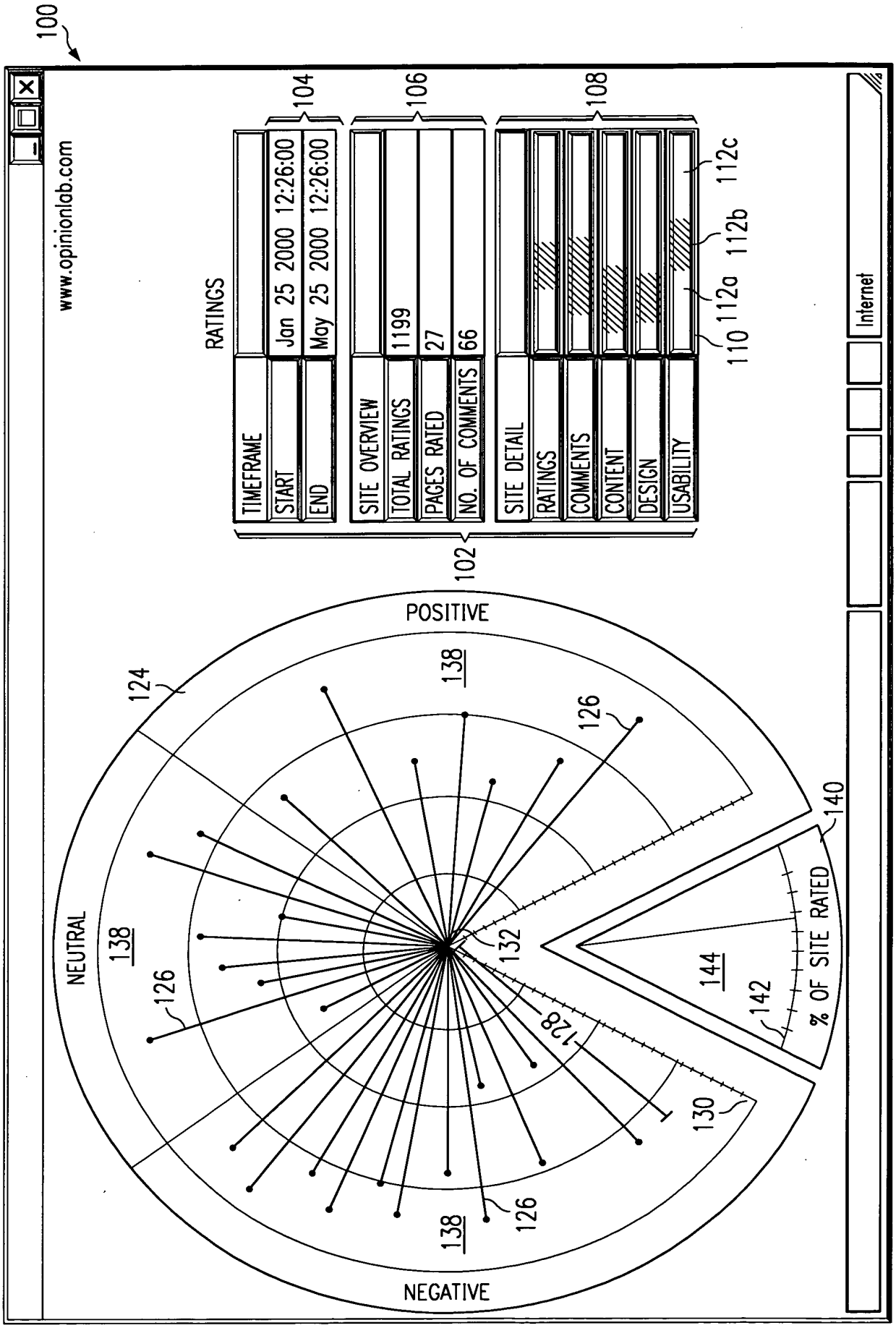

100
www.opinionlab.com
RATINGS
TIMEFRAME
START
END
Jan 25 2000 12:26:00
May 25 2000 12:26:00
104
SITE OVERVIEW
TOTAL RATINGS
PAGES RATED
NO. OF COMMENTS
1199
27
66
106
SITE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
108
110
112a
112b
112c
102
Internet
POSITIVE
NEUTRAL
NEGATIVE
124
126
138
132
128
130
140
142
144
% OF SITE RATED

FIG. 8A

FIG. 8B

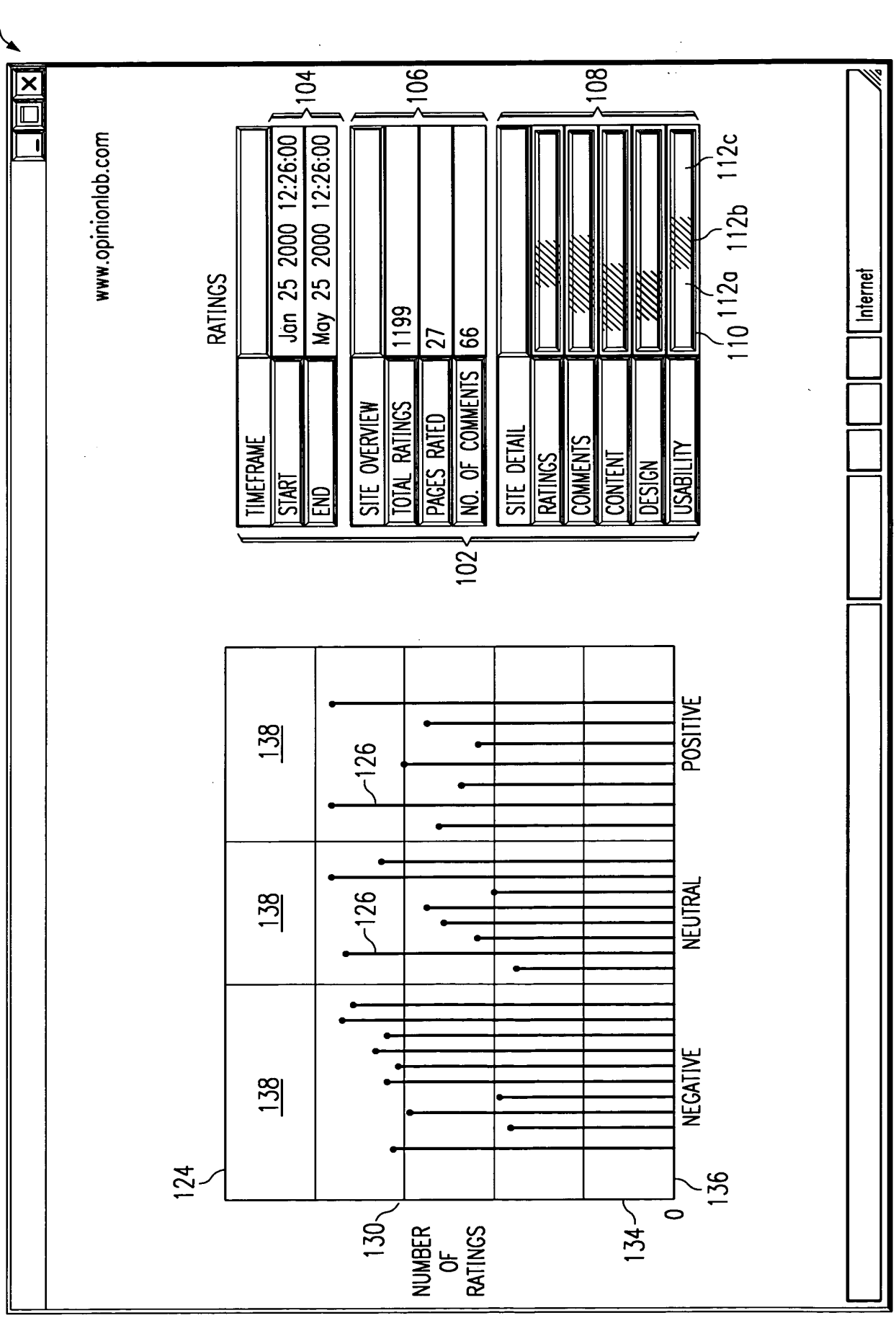
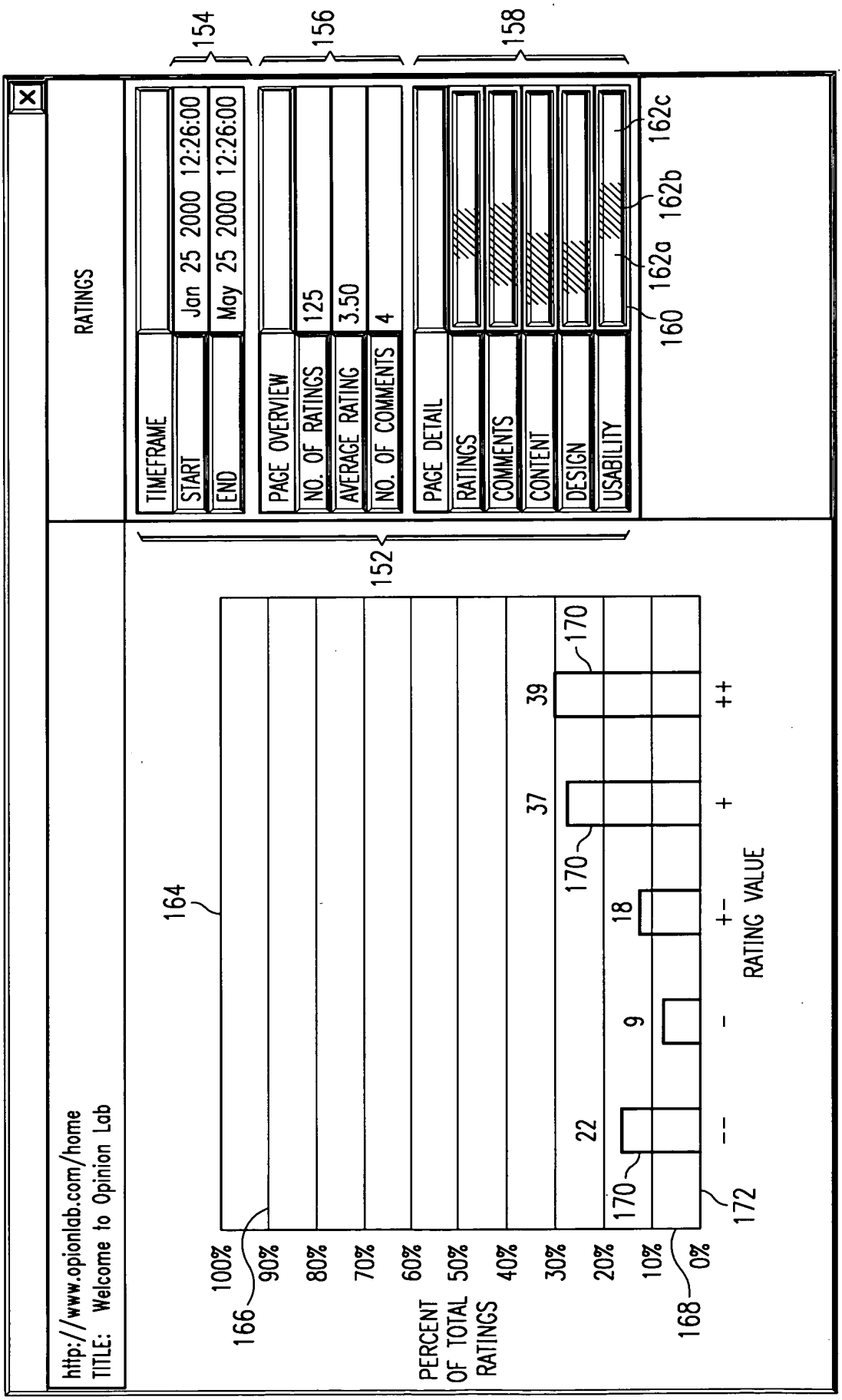

100
www.opinionlab.com
RATINGS
TIMEFRAME
START
Jan 25 2000 12:26:00
END
May 25 2000 12:26:00
104
SITE OVERVIEW
TOTAL RATINGS
1199
PAGES RATED
27
NO. OF COMMENTS
66
106
SITE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
108
110
112a
112b
112c
102
Internet
124
138
138
138
126
126
130
NUMBER OF RATINGS
134
0
136
NEGATIVE
NEUTRAL
POSITIVE

FIG. 9


150
RATINGS
http://www.opionlab.com/home
TITLE: Welcome to Opinion Lab
154
156
158
152
TIMEFRAME
START
Jan 25 2000 12:26:00
END
May 25 2000 12:26:00
PAGE OVERVIEW
NO. OF RATINGS
125
AVERAGE RATING
3.50
NO. OF COMMENTS
4
PAGE DETAIL
RATINGS
COMMENTS
CONTENT
DESIGN
USABILITY
160
162a
162b
162c
164
166
168
170
172
PERCENT OF TOTAL RATINGS
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
22
9
18
37
39
--
-
+-
+
++
RATING VALUE

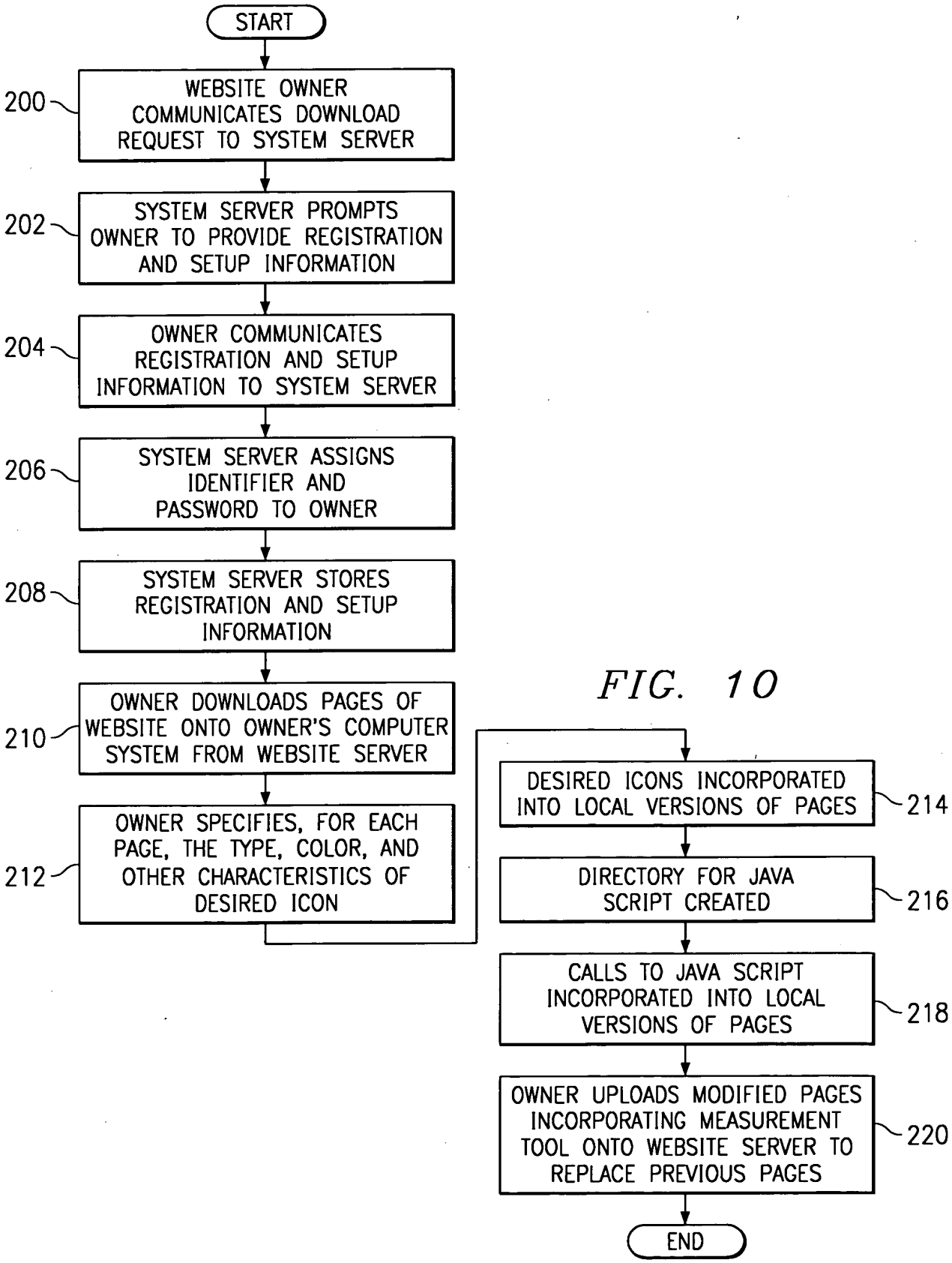

START
200
WEBSITE OWNER COMMUNICATES DOWNLOAD REQUEST TO SYSTEM SERVER
202
SYSTEM SERVER PROMPTS OWNER TO PROVIDE REGISTRATION AND SETUP INFORMATION
204
OWNER COMMUNICATES REGISTRATION AND SETUP INFORMATION TO SYSTEM SERVER
206
SYSTEM SERVER ASSIGNS IDENTIFIER AND PASSWORD TO OWNER
208
SYSTEM SERVER STORES REGISTRATION AND SETUP INFORMATION
210
OWNER DOWNLOADS PAGES OF WEBSITE ONTO OWNER'S COMPUTER SYSTEM FROM WEBSITE SERVER
212
OWNER SPECIFIES, FOR EACH PAGE, THE TYPE, COLOR, AND OTHER CHARACTERISTICS OF DESIRED ICON
DESIRED ICONS INCORPORATED INTO LOCAL VERSIONS OF PAGES
214
DIRECTORY FOR JAVA SCRIPT CREATED
216
CALLS TO JAVA SCRIPT INCORPORATED INTO LOCAL VERSIONS OF PAGES
218
OWNER UPLOADS MODIFIED PAGES INCORPORATING MEASUREMENT TOOL ONTO WEBSITE SERVER TO REPLACE PREVIOUS PAGES
220
END

*FIG. 10*

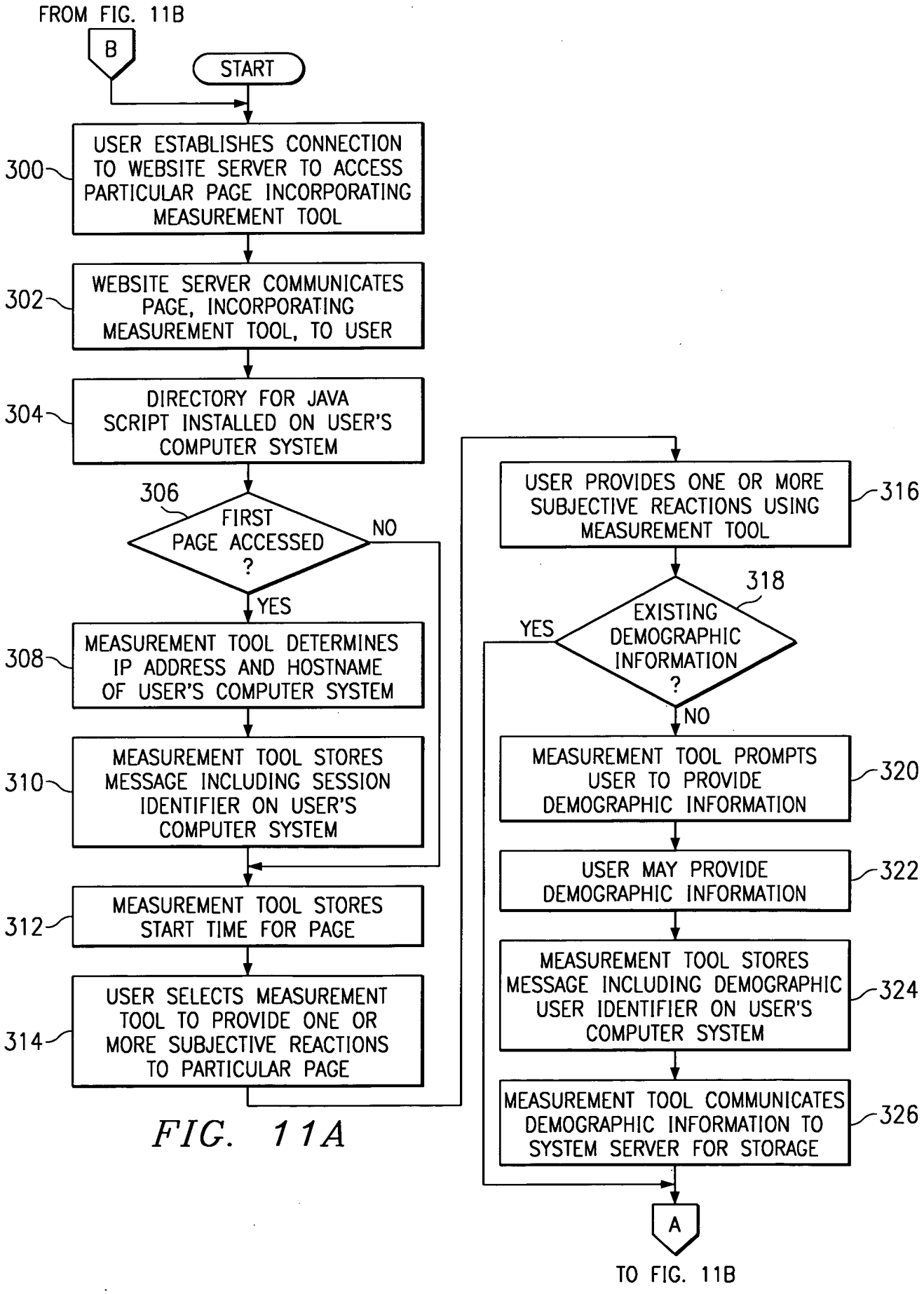

FROM FIG. 11B
B
START
USER ESTABLISHES CONNECTION TO WEBSITE SERVER TO ACCESS PARTICULAR PAGE INCORPORATING MEASUREMENT TOOL
300
WEBSITE SERVER COMMUNICATES PAGE, INCORPORATING MEASUREMENT TOOL, TO USER
302
DIRECTORY FOR JAVA SCRIPT INSTALLED ON USER'S COMPUTER SYSTEM
304
306
FIRST PAGE ACCESSED ?
NO
YES
MEASUREMENT TOOL DETERMINES IP ADDRESS AND HOSTNAME OF USER'S COMPUTER SYSTEM
308
MEASUREMENT TOOL STORES MESSAGE INCLUDING SESSION IDENTIFIER ON USER'S COMPUTER SYSTEM
310
MEASUREMENT TOOL STORES START TIME FOR PAGE
312
USER SELECTS MEASUREMENT TOOL TO PROVIDE ONE OR MORE SUBJECTIVE REACTIONS TO PARTICULAR PAGE
314
USER PROVIDES ONE OR MORE SUBJECTIVE REACTIONS USING MEASUREMENT TOOL
316
318
EXISTING DEMOGRAPHIC INFORMATION ?
YES
NO
MEASUREMENT TOOL PROMPTS USER TO PROVIDE DEMOGRAPHIC INFORMATION
320
USER MAY PROVIDE DEMOGRAPHIC INFORMATION
322
MEASUREMENT TOOL STORES MESSAGE INCLUDING DEMOGRAPHIC USER IDENTIFIER ON USER'S COMPUTER SYSTEM
324
MEASUREMENT TOOL COMMUNICATES DEMOGRAPHIC INFORMATION TO SYSTEM SERVER FOR STORAGE
326
A
TO FIG. 11B

*FIG. 11A*

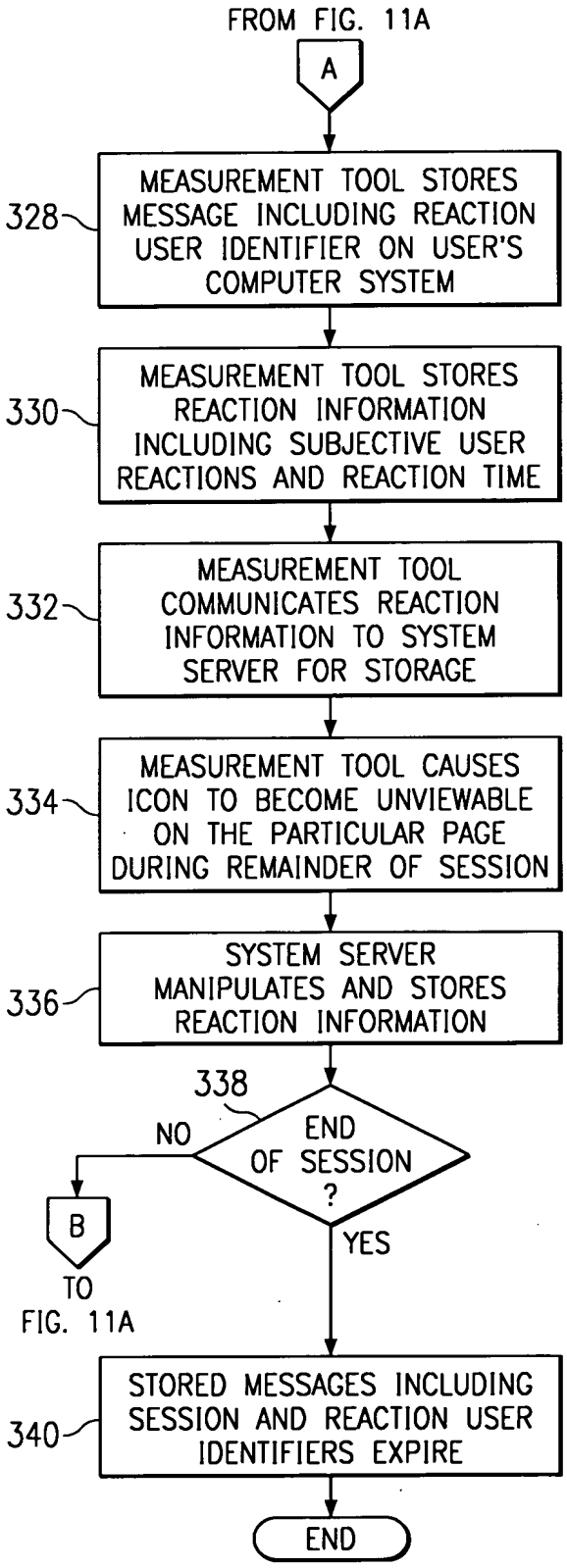



FIG. 11B

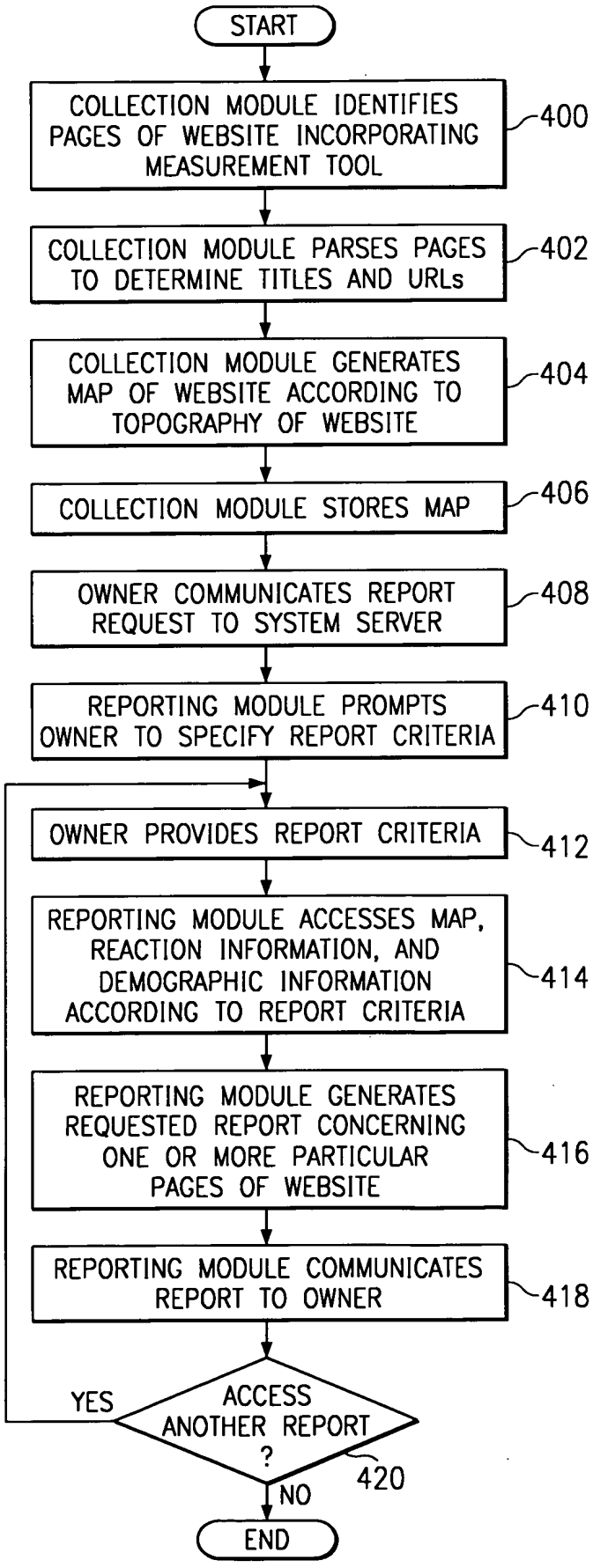



FIG. 12